

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE

LOTTERY DISTRICT SALES REPRESENTATIVE

DEFINITION

Acts as a representative of the state lottery for sales, marketing and promotional activities within an assigned geographic region of the state; performs related work as required.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Contacts representatives of retail outlets to introduce advertising materials, innovative displays, and proper procedures for the handling of lottery tickets.

Analyzes retail activities of individual licensed agents and recommends improvements to best integrate and optimize promotion and sale of lottery tickets at their places of business.

Develops and establishes sales promotions within individual retail outlets.

Distributes lottery tickets throughout the territory to assure adequate coverage and adequate inventories of tickets at all points of distribution; prepares various reports to reflect sales activity of assigned district.

Maintains security of lottery tickets; evaluates and directs retail outlets to ensure a secure environment for selling lottery tickets.

Distributes point-of-sale promotional materials, such as posters, stickers, and tickets to licensed agents and sees that materials are current and properly displayed.

Identifies and contacts prospective lottery retail outlets; maintains daily records of telephone calls made, orders taken, and tickets sold.

Prepares recommendations and justifications of new or revised sales procedures and policies.

Travels extensively and may work additional hours to meet job requirements; assists in the licensing procedures concerning retail sales outlets.

COMPETENCIES REQUIRED

Knowledge of the laws, rules, regulations and policies governing the state lottery.

Knowledge of the principles of product marketing and sales promotion.

Knowledge of the principles of public relations.

Ability to correctly interpret and apply the laws, rules, regulations and policies of the state lottery.

Ability to make mathematical calculations through addition, subtraction, multiplication and division.

Ability to prepare inventory records of tickets.

Ability to prepare sales records and reports.

Ability to make cold calls on prospective sales agents to convince them to carry products and services.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest or unethical behavior.

Works with customers to assess needs, provide assistance, resolve problems, and satisfy expectations. Knows products and services. Is committed to providing quality service.

Works with minimal supervision. Displays a high level of initiative, effort and commitment towards completing assignments in a timely manner.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment and team spirit.

Relates well to people from varied backgrounds and situations. Is sensitive to individual differences. May deal with people who are difficult, hostile or distressed.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Experience equal to one year of full-time work in product sales/promotion as a manufacturer's representative or route sales person, including the servicing of existing customers or the direct solicitation of potential customers for the purpose of convincing them to purchase the product or service (e.g., consumer products, business products, equipment, or services).

Applicants must possess a valid Iowa driver's license.

NOTES:

- Retail sales experience in a grocery, convenience or department store, restaurant, or other enterprise is not considered as qualifying experience for this position.
- Lottery District Sales Representatives normally reside within the territories where they work.

Effective Date: 12/01 VA